

I am a singer/songwriter as well as owner operator of Catawba SoundStudio (recording studio) and Catawba Records (small regional record label). For more info about us, visit our website at <http://members.surfbest.netcatawba@surfbest.net/index.html>

Our small regional label is trying provide a helping hand to talented local artist. We currently have 11 titles by local performing artists We are located in Botetourt County, Virginia near Roanoke/Salem/Vinton, a metro area of about 288,000. I continue to be surprized by how many talented artists are in this area.

One of the most frustrating aspects of our small label is not being able to get airplay of local talent. After sending the local radio stations the CDs and artist info, the usual response (if we receive a response at all) is that the artist sales have to be high enough to be on "Billboard". Only the Public Radio station, WVTF provides 2 hours a week of local music, but only bluegrass and oldtime music. It seems these days that the local artist is being completely bypassed and its probably the reason that music on the radio today all sounds the same.

If local broadcast radio is to survive as a community resource, there is desparate need for some definition of local programming from the FCC that stations should be required to follow. It is my hope that the definition will include a percentage of broadcast time devoted to locally produced music programming. To just require general local programming would still allow the exclusion of local music. My suggestion would be to provide time requirements for various catagories local programming.

Thank you for the opportunity to provide my comments on these issues for which we look to the FCC as the last hope for keeping "local radio" local!

Sincerely,  
Wayne Weikel  
Catawba Records